

MATES

Tanishq and Paheli

Brand: Tanishq

Broad TG: Women

Film: Paheli

Director: Amol Palekar

Cast: Shahrukh Khan, Rani Mukherjee, Amitabh Bachchan, Juhi Chawla, Anupam Kher, Suniel Shetty & others

Objectives:

- To use the platform of films to create, showcase and launch a collection of special jewellery designs/collection.
- To use the footage from the film with the special jewellery adorned by Rani Mukherjee, Shahrukh Khan and Juhi Chawla, to create a TVC for launching the collection.
- To use the actors and director of the film to directly or indirectly to endorse the collection for the film.
- To leverage the tactical high of the film.
- To reinforce the Tanishq design strategy of going back in time for jewellery designs and create an aspirational quality around such collections. Also to associate Tanishq with tradition, grandeur, celebration and festive occasions.

The Media Solution and Execution:

Keeping in mind the objectives of Tanishq for this association, MATES planned and executed the following integrated marketing plan:

- **Special Line of Tanishq jewellery using the look of the film:** Tanishq designed a special line of jewellery taking into consideration the script and background of Paheli. The various pieces created by Tanishq were worn by all the actors through the entire duration of the movie. . Never before was a jewellery collection of this magnitude made and launched using the medium of cinema. The jewellery was displayed throughout the film from its first frame to the last. There were special moments in the film created

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around a particular jewellery item keeping in mind that the scenes could be used in creating the TVC.

- **Joint Promotion (sponsored TVC) of Tanishq and Paheli:** A joint TVC was created which featured key moments from the movie where Tanishq jewellery was worn by Rani Mukherjee and Shahrukh Khan. The key message in the TVC was to introduce viewers to the new collection and invite them to Tanishq stores to experience it. This TVC was aired widely across all mass entertainment channels. Also, campaign extended to outdoor, ground and in-store promotions, to promote the new collection inspired from Paheli.
- **Point of Sales Promotions:** Tanishq created special theme décor around the release of the movie at their various outlets. The shops were decorated using the Paheli theme with film posters, facades, pneumatic like puppets, bandhanis etc. The special collection was showcased prominently within the store. Special brochures and design catalogues were printed with Rani's pictures adorning the collection. All buyers were given their jewellery in specially created 'Paheli' boxes along with a personally signed letter from Shahrukh Khan, asking the buyer to experience the grandeur of Rajasthan.
- **Events and Programs:** The association was further strengthened with the director of Paheli, Amol Palekar, launching the collection at a special press conference in Delhi. The program, "Making of Paheli" featured Tanishq marketing Head, Ruchira Puri, speaking about the association. Also, the opening credits of the film acknowledged Tanishq's contribution.

ANALYSIS, RESEARCH AND RESULTS:

- A dipstick survey done by an independent agency amongst 300 respondents from SEC A and 25+, revealed that:
 1. There was a 13% increase in purchase intent
 2. 10% increase in favorability for the brand

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- The joint TVC was immensely successful and all the pieces created were sold out. Due to the success of this line, some of the designs have become a part of Tanishq's regular repertoire.
- The Paheli collection was launched with approximately 130 designs of the core collection and 60 designs of the allied collection. All the pieces created were sold out and now the designs have become a part of Tanishq's regular repertoire. The average cost of each piece was Rs. 75,000/- , hence the total avg. min revenue of Rs. 1.42 Cr. was generated.(source: Company Officials from Tanishq)
- The sponsorship cost yielded the following multiple benefits for Tanishq:
 1. TVC created from Infilm with the actors wearing the brands product, to run on mass channels
 2. Creative of 21/2 hours, i.e. exclusive presence in the film Paheli for its entire duration, which will showcase on all the vehicles that the film showcases on.
 3. Direct and Indirect endorsement by Shah Rukh Khan, Rani Mukherjee, Juhi Chawla & others.
 4. Point of sales promotion through facades, posters, movie memorabilia, outlet decorations, special packaging, etc
 5. Association of Tanishq for special events like launches and coverage on "Making of Paheli", and front film credits.
 6. Sale worth app. Rs. 1.42 cr.